

6 Key Business Benefits of Data Discovery

Why You Need to Find and Understand Your Data to Unleash its Value

The Current State of Data Governance

38%

Data professionals spend about **38%** of their time cleaning and preparing data.¹

60%
to
70%

But between **60 to 70%** of enterprise data goes untapped.²

To become data-driven, you need **automated data governance tools**. Since your data is already on the Informatica Intelligent Data Management Cloud™ (IDMC), that makes it easy to get more out of the platform by accelerating data governance benefits that deliver faster time to value.

Unleash Your Data's Potential with Data Governance

Leveraging automated data governance tools on IDMC will enable your organization to:



Identify and classify data across your enterprise — at scale



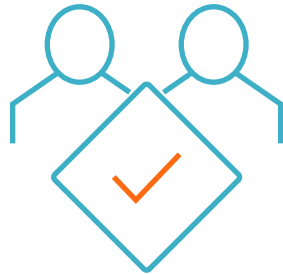
Control access to ensure proper use that aligns with policy



Maximize asset use to accelerate business outcomes

How Is Data Discovery Related to Data Governance?

Data discovery is the **first step in a complete data governance approach**. It can help you:



- Understand the value of your data
- Maximize its opportunity for the business
- Avoid internal misuse that impacts productivity
- Minimize potential security risk exposure

Embracing data governance services on IDMC can give you a competitive edge by applying artificial intelligence (AI), analytics, customer insights and more.

6 Key Business Benefits of Data Discovery

1

Leverage automation to inventory large amounts of diverse data for faster time-to-value.

2

Build a trusted data foundation with complete visibility to gain a deeper understanding.

3

Accelerate time to insights and improve productivity by reducing time and manual efforts.

4

Mitigate risk exposure by identifying sensitive information and enforcing policy compliance.

5

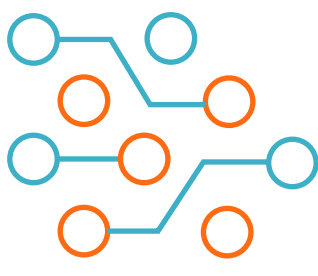
Improve data literacy by empowering data users to easily find and use trusted data.

6

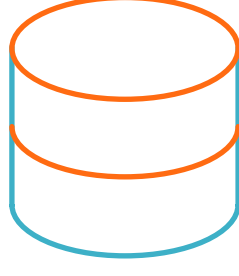
Reduce the cost of data operations by connecting data sources to fuel your business initiatives.

Get the Data Governance Capabilities You Need with IDMC

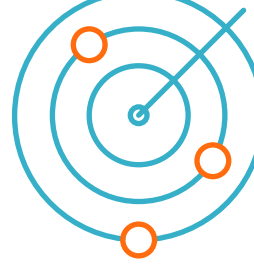
Because your data is already in IDMC, you can get more out of your data strategy with data governance capabilities to realize the benefits of:



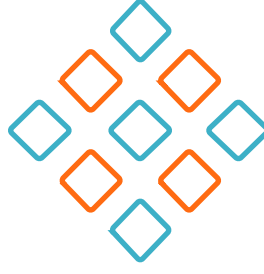
Broad and deep **connectivity** to data sources for extensive coverage



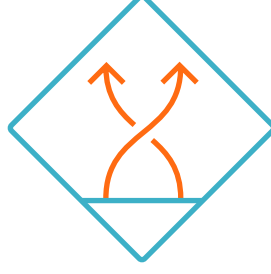
Intelligent, automated data **classification** for inventorying diverse data at speed



Powerful, user-friendly **search** for easier data access



Automated end-to-end **data lineage** for comprehensive visibility



Holistic data **visualization** for relationship insights



Integrated data profiling and **quality** for improved trustworthiness

Next Steps

Since you're already invested in IDMC, realize greater value by taking advantage of data discovery — the first step toward automated data governance.

[DOWNLOAD THE SOLUTION BRIEF](#)

¹ [Anaconda, "State of Data Science Report 2022."](#)

² [CEO Magazine, "Underuse of Analytics Could Be Costing Organizations Millions."](#)

Where data & AI come to

